



Canada Market Profile

This summary provides the most up-to-date data available on Canada as it relates to their people and economy, travel related motivations and planning behavior and Canadian visitor profile specific to Arizona.

GENERAL COUNTRY PROFILE

POPULATION:

35 million

INFLATION RATE:

1.1%

EXCHANGE RATES (CAD PER USD):

1.275

GROSS DOMESTIC PRODUCT (GDP):

\$1.63 trillion (1.2% annual growth rate)

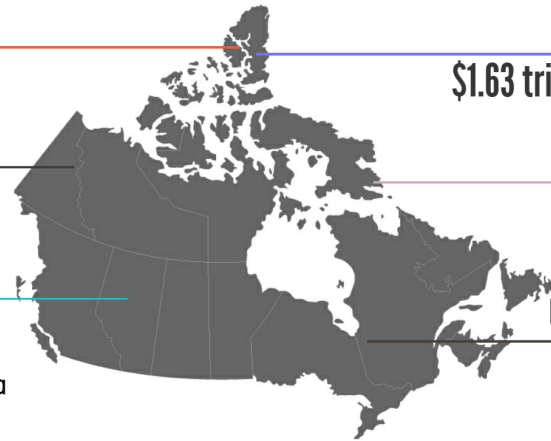
EXPORTS:

\$428 billion

UNEMPLOYMENT RATE:

6.9%

Source: The World Fact Book, reporting 2015 data



TRAVEL MOTIVATION AND PLANNING



Top Travel Motivators

54% Beach/Seaside attractions

48% Cultural Historical attractions

44% Local Lifestyle



Source used in Destination selection for last leisure trip

64% Websites via computer or laptop

45% Recommendation from family & friends

24% Information in printed travel guidebooks

24% Advice from travel professionals/travel agents



Advance Decision Time

16% Less than a month

21% 1 to 2 months

30% 3 to 5 months

22% 6 to 12 months

6% More than 1 year



Likelihood to Travel to USA

47% In the next six months

24% 6-12 months

14% 1-2 years

6% 2-5 years from now

7% Maybe some time in the distant future

2% Not likely to ever visit



Expected Travel Party Size (next trip)

26% 1 person

50% 2 people

10% 3 people

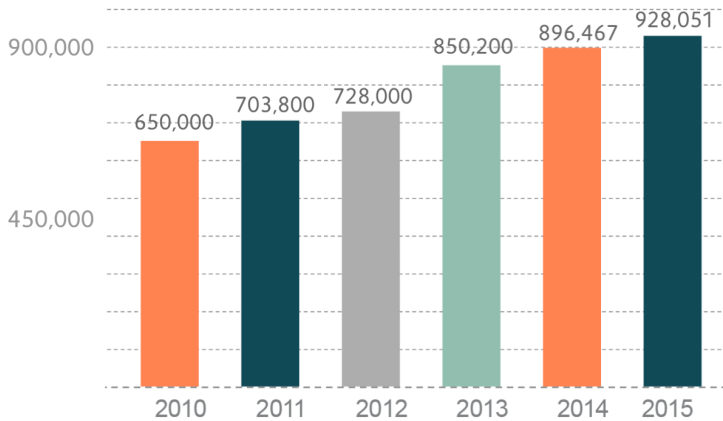
14% 4+

Source:
Brand USA

CANADIAN VISITATION TO ARIZONA



Visitation Volume to Arizona



Visitor Characteristics

17.8 Nights in Arizona

2.0 persons Average Party Size

\$1,228 party spending per trip



Mode of Entry

66% Airplane

30% Auto



Visitation by Province

33% Alberta

23% Ontario

20% British Columbia

11% Quebec

6% Saskatchewan

4% Manitoba

2% Atlantic Canada



Main Trip Reason

90% Leisure

71% Vacation Holiday

10% Visit Friends/Relatives

7% Other Personal Reasons

10% Business

3% Meetings

5% Convention/Conference/Trade Show



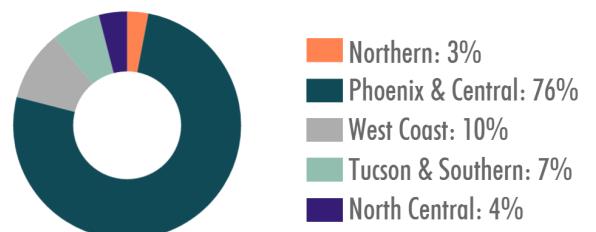
Visa Credit Card Travel Spending

Canadian Visa Card Spending ranked #1 in 2015 with 46% of total International Travel Spending in Arizona.

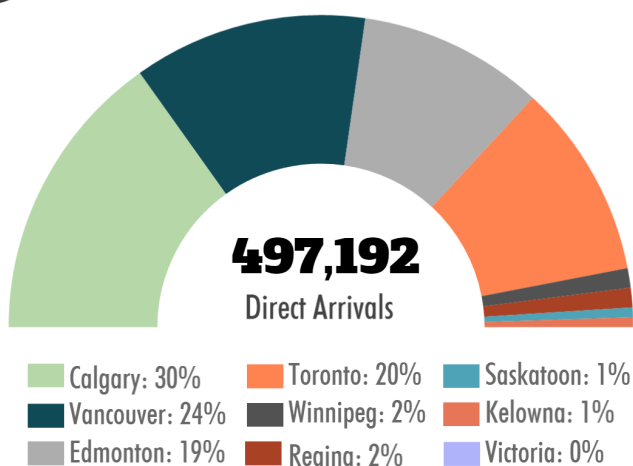
By Quarter



By Arizona Region



AZ Direct Arrivals from Canadian Cities



Source:
Tourism Economics, reporting 2010-2015 data
VisaVUE Travel, reporting 2015 data
Statistics Canada, 2014 data
The Conference Board of Canada, 2015 data